LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1   1.   (Currently amended) A bi-directional type broadcasting and delivery method,
2   comprising the steps of:
3   (a)   broadcasting a program including an advertisement program of articles
4   from a broadcasting system to a user terminal, said advertisement program being
5   produced by an advertising agent in response to a demand transmitted by an advertiser
6   from an advertiser system to an advertising agent system;
7   (b)   registering policy data on a database of a service system by an
8   advertiser through said advertising system;
9   (b) (c) selecting on said user terminal, a specific one of said articles in which a
10   user has interest when said user views said advertisement program on said user
11   terminal;
12   (c) (d) informing said selection to a service system through a network with a
13   user ID, wherein customer data is registered in relation to said user ID;
14   (d) (e) preparing a private advertisement page for said user based on detailed
15   data of said specific article and said user ID said customer data and said policy data;
16   (e) (f) downloading said private page from said service system to said user
17   terminal through said network; and
18   (f) (g) carrying out purchase or reservation of said specific article on said user
19   terminal on which said detailed data of said specific article is displayed.

1   2.   (Currently Amended) The bi-directional type broadcasting and delivery
2   method according to claim 1, further comprising the steps of:
3   (g) (h) transmitting policy data for said advertisement program determined by
4   said advertiser from said advertiser system to said advertising agent system and
5   demanding production of said advertisement program to said advertising agent, said

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6   policy data being transmitted from said advertising agent system to said service

7   system, and

8   ~~(h)~~ (i) demanding said broadcasting of said advertisement program produced

9   by said advertising agent based on said policy data, from said advertising agent system

10   to said broadcasting system.

1   3.   (Currently Amended) The bi-directional type broadcasting and delivery

2   method according to claim 2, further comprising the step of:

3   ~~(i)~~ (j) paying an advertisement production fee from said advertiser to said

4   advertising agent; and

5   ~~(j)~~ (k) paying a broadcasting fee from said advertising agent to a broadcast

6   company.

1   4.   (Currently Amended) The bi-directional type broadcasting and delivery

2   method according to claim 1, further comprising the step of:

3   ~~(k)~~ (l) charging a fee to said advertiser system by said service system for

4   every transaction of said (c) informing step.

1   5.   (Currently Amended) The bi-directional type broadcasting and delivery

2   method according to claim 1, wherein said (d) preparing step comprises the step of:

3   ~~(l)~~ (m) determining said detailed data of said specific article based on policy

4   data.

1   6.   (Original) The bi-directional type broadcasting and delivery method according

2   to claim 5, wherein said policy data is predetermined by said advertiser.

1   7.   (Currently Amended) The bi-directional type broadcasting and delivery

2   method according to claim 5, further comprising the step of:

3   ~~(m)~~ (n) charging a fee to said advertiser system by said service system for

4   every transaction of said (l) determining step.

1   8.   (Currently Amended) The bi-directional type broadcasting and delivery

2   method according to claim 5, wherein said (l) determining step comprises the step of:

3   ~~(n)~~ (o) determining said detailed data of said specific article based on said

4   policy data, and at least one of customer data of said user and season and time data at

5   said selection.

1   9.   (Currently Amended) The bi-directional type broadcasting and delivery

2   method according to claim 1, further comprising the steps of:

3   ~~(o)~~ (p) producing marketing data by said service system based on said

4   purchase or reservation of said specific article; and

5   ~~(p)~~ (q) transmitting said marketing data from said service system to at least

6   one of said advertiser system, said advertising agent system and said broadcasting

7   system.

1   10.   (Currently Amended) The bi-directional type broadcasting and delivery

2   method according to claim 9, wherein said detailed data of said specific article is

3   determined based on policy data, and

4   said method further comprises the steps of:

5   ~~(q)~~ (r) optimizing said policy data based on said transmitted marketing data in

6   said at least one of said advertiser system, said advertising agent system and said

7   broadcasting system, to update said policy data of said service system.

1   11.   (Currently Amended) The bi-directional type broadcasting and delivery

2   method according to claim 1, wherein said (b) selecting step comprises the step of:

3   ~~(r)~~ (s) recording an ID of a guide program for said advertisement program in

4   said user terminal by selecting said advertisement program, and

5   said (c) informing step comprising the steps of:

6   ~~(s)~~ (t) starting said guide program on said user terminal;

7   ~~(t)~~ (u)   transmitting said guide program ID and said user ID from said user

8   terminal to said service system; and

9   ~~(u)~~ (v)   managing said user ID and said guide program ID as a database.

1   12.   (Currently amended) A bi-directional type broadcasting and delivery system,

2   comprising an advertiser system of an advertiser, an advertising agent system of an

3   advertising agent, a broadcasting system of a broadcasting company, a user terminal

4   of a user, and a service system which are connected to a network,

5   wherein said advertiser determines policy data for an advertisement program,

6   and transmits said policy data and a demand of production of an advertisement

7   program of articles of said advertiser from said advertiser system to said advertising

8   agent system, registering said policy data on a database of a service system by an

9   advertiser through said advertising system;

10   said advertising agent produces said advertisement program based on said ~~poly~~

11   policy data in response to the demand of production of said advertisement program,

12   and said advertising agent system transmits said advertisement program and said

13   policy data to said broadcasting system,

14   said broadcasting system broadcasts said advertisement program,

15   said user terminal receives said advertisement program from said broadcasting

16   system and displays said received advertisement program, wherein a user selects a

17   specific one of said articles in which said user has interest when said user views said

18   received advertisement program on said user terminal, the selection being informed to

19   said service system with a user ID, wherein customer data is registered in relation to

20   said user ID,

21   said service system prepares a private advertisement page for said user based

22   on ~~detailed data of said specific article and said user ID~~ said customer data and said

23   policy data, and

24   said user terminal downloads and displays said private page from said service

25   system, and said user transmits an instruction for purchase or reservation of said

26   specific article from said user terminal to said service system.

1   13.   (Original) The bi-directional type broadcasting and delivery system according

2   to claim 12, wherein said advertiser system pays an advertisement production fee to

3   said advertising agent system, and

4   said advertising agent system pays a broadcasting fee to said broadcast

5   company.

1   14.   (Original) The bi-directional type broadcasting and delivery system according

2   to claim 12, wherein said service system charges a fee to said advertiser system by

3   said service system each time said selection is informed to said service system.

1   15.   (Original) The bi-directional type broadcasting and delivery system according

2   to claim 12, wherein said service system determines said detailed data of said specific

3   article based on said policy data.

1   16.   (Original) The bi-directional type broadcasting and delivery system according

2   to claim 15, wherein said service system charges a fee to said advertiser system each

3   time said detailed data is determined.

1   17.   (Original) The bi-directional type broadcasting and delivery system according

2   to claim 15, wherein said service system determines said detailed data of said specific

3   article based on said policy data, and at least one of customer data of said user and

4   season and time data at said selection.

1   18.   (Original) The bi-directional type broadcasting and delivery system according

2   to claim 12, wherein said service system produces marketing data based on said

3   purchase or reservation of said specific article, and transmits said marketing data to at

4   least one of said advertiser system, said advertising agent system and said

5   broadcasting system.

1   19.   (Original) The bi-directional type broadcasting and delivery system according

2   to claim 18, wherein said policy data is optimized based on said transmitted marketing

3   data in said at least one of said advertiser system, said advertising agent system and

4   said broadcasting system such that said policy data in said service system is updated.

1   20.   (Original) The bi-directional type broadcasting and delivery system according

2   to claim 12, wherein an ID of a guide program for said advertisement program is

3   recorded in said user terminal in response to the selection of said advertisement

4   program, and said user terminal starts to display said guide program and transmits said

5   guide program ID and said user ID to said service system,

6   said service system manages said user ID and said guide program ID as a

7   database.